

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1978

	EVENING 7:00–11:00 PM										
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	All 7:00–11:00 PM
											Regular Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	15.6	16.5	15.9	13.6		13.0	15.7	15.0	13.2	15.0	14.4 12.1 14.2
NO. OF PROGRAMS†	4	11	22	3	IFR	11	20	29	27	35	62 12 74

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 10:00AM–4:30PM					WEEKEND DAYTIME		
	Informational(1)		11:30PM– 1:00AM(4)		Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chi- dran's(1)	Sports	
	Once-a-Week	Multi-weekly		Daytime Drama							Regular	Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	6.7	9.9	6.6	7.2	6.0		6.1	7.2	6.7	4.3	6.8	6.1 6.4
NO. OF PROGRAMS†	5	3	12	14	10	IFR	15	12	27	36	4	9 13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 13, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	ONE DAY AT A TIME	22.3	16,260	8	FANTASY ISLAND	19.2	14,000
2	THREE'S COMPANY	21.7	15,820	10	BARNABY JONES	19.1	13,920
3	ALICE	20.9	15,240	11	NBC MONDAY NIGHT MOVIES	18.8	13,710
4	M*A*S*H	20.2	14,730	12	LOU GRANT	18.7	13,630
5	CHARLIE'S ANGELS#	20.0	14,580	13	ALL IN THE FAMILY	18.1	13,190
6	STARSKY AND HUTCH#	19.8	14,430	14	QUINCY, M.E.	18.0	13,120
7	LAVERNE AND SHIRLEY	19.4	14,140	15	HAWAII FIVE-O	17.8	12,980
8	CARTER COUNTRY	19.2	14,000				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1978 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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ABC FRIDAY NIGHT MOVIE						36	190	190	99	98	A	13.7	28	999	BIG EVENT						42	205	204	99	99	A	14.1	26	1028																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
1 FRI. 9.00P 105 ABC FF											B	16.7	30	1217	SUN. 9.00P 120 NBC FV						32	210	204	99	97	B	18.6	31	1356																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
2 FRI. 9.00P 120														BIONIC WOMAN SAT. 8.00P 60 NBC A						32					A	12.6	30	919																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
ABC MONDAY NIGHT BASEBALL						8	190	189	99	99	A	13.2	24	962	BLACK SHEEP SQUADRON FRI. 8.00P 60 NBC A						2	181	178	93	92	B	9.0	21	656																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
1 MON. 8.00P 147 ABC SE											B	13.0	25	948	BOB NEWHART SHOW SAT. 8.00P 30 CBS CS						32	180	170	97	94	A	9.0	21	656																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
2 MON. 8.00P 160																								A	10.0	25	729																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
ABC NEWS CLOSEUP(S)							187		97		A	9.6	17	700											B	14.5	29	1057																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
1 THU. 10.00P 60 ABC DN														CAROL BURNETT SHOW WED. 8.00P 60 CBS CV						7	177	177	91	95	A	9.1	19	663																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
ABC NEWSBRIEF-MON(B)						112		67		A	7.8	14	569	CARTER COUNTRY TUE. 9.30P 30 ABC CS						13	195	192	98	97	B	10.2	22	744																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
1 MON. 10.27P 1 ABC N																								A	19.2	34	1400																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
ABC NEWSBRIEF-M-F						215	185	181	97	96	A	14.3	27	1042	CBS EVENING NEWS-CRONKITE M-F 6.30P 30 CBS N						210	199	200	99	99	B	11.2	28	816																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
TU & W 9.58P 1 ABC N											B	17.5	29	1276	CBS EVENING NEWS SUN. 6.30P 30 CBS N						31	153	169	88	88	A	13.9	29	1013																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
THU. 9.28P 1																								A	8.3	22	605																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
FRI. 8.58P 1																								B	9.0	20	656																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
2 MON. 10.39P 1														CBS FAMILY FILM CLASSICS 2 TUE. 8.00P 60 CBS FF						8		174			A	10.2	21	744																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
ABC NEWSBRIEF-SAT. SAT. 9.58P 1 ABC N						44	183	189	94	97	A	17.8	37	1298	CBS FRIDAY NIGHT MOVIE 1 FRI. 9.00P 120 CBS FF						20	181		97		B	10.1	21	736																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
ABC NEWSBRIEF-SUN. 1 SUN. 8.58P 1 ABC N						43	192	191	98	97	A	13.1	27	955											A	8.8	18	642																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
2 SUN. 8.57P 2											B	16.9	28	1232											B	15.2	27	1108																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
ABC SATURDAY COMEDY SPEC. 6						183		90		A	7.1	18	518																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

1 SAT.	8.00P	60	ABC	CS							B	8.9	23	649	CBS SAT. NEWS-SCHIEFFER	42	139	151	86	88	A	8.2	24	598
ABC SUMMER MOVIE					7		181	94			A	15.6	29	1137	SAT. 6.30P 30 CBS N						B	10.1	23	736
2 THU.	9.30P	90	ABC	FF							B	16.0	30	1166	CBS SATURDAY NIGHT MOVIE	9	171	175	93	94	A	9.1	19	663
															SAT. 9.00P 120 CBS FF						B	11.4	25	831
ABC SUNDAY NIGHT MOVIE					33	197	195	99	99		A	16.2	30	1181	CBS TUESDAY NIGHT MOVIES	21	175	178	96	97	A	11.8	22	860
1 SUN.	9.00P	120	ABC	FF							B	19.7	33	1436	1 TUE. 8.30P 150 CBS FF						B	15.5	27	1130
2 SUN.	9.00P	115													2 TUE. 9.00P 120									
ABC WORLD NEWS TONIGHT					25	198	199	99	99		A	8.1	20	590	CBS WEDNESDAY NIGHT MOVIE	32	185	187	95	97	A	12.1	22	882
M-F	6.30P	30	ABC	N							B	7.7	19	561	WED. 9.00P 120 CBS FF						B	17.0	28	1239
ABC WRLD NEWS TONIGHT-SAT					30		117	67			A	3.0	9	219	CHARLIE'S ANGELS	39	209				A	20.0	37	1458
2 SAT.	6.30P	30	ABC	N							B	4.9	12	357	1 WED. 9.00P 60 ABC PD						B	23.4	38	1706
ALICE					36	197	196	97	99		A	20.9	38	1524	CHIPS	11		204			A	13.5	29	984
SUN.	9.30P	30	CBS	CS							B	21.9	35	1597	2 THU. 8.00P 60 NBC OP						B	13.3	28	970
ALL IN THE FAMILY					40	195	193	98	99		A	18.1	35	1319	DR SEUSS-HORTON HEARS-WHO(S)		196				A	9.1	22	663
SUN.	9.00P	30	CBS	CS							B	22.4	36	1633	1 FRI. 8.00P 30 CBS EA									
BABY, I'M BACK					10	179	178	94	92		A	9.1	21	663	DR. SEUSS-THE LORAX(S)		197				A	9.5	22	693
SAT.	8.30P	30	CBS	CS							B	9.7	24	707	1 FRI. 8.30P 30 CBS EA									
BARBARA WALTERS SUMMER SP(S)						200		99			A	15.9	28	1159	EIGHT IS ENOUGH	38	199	198	99	99	A	16.3	35	1188
2 WED.	10.00P	60	ABC	DN							B	19.1	35	1392	WED. 8.00P 60 ABC CS						B	19.9	34	1451
BARNABY JONES					34	189	195	97	99		B	20.0	36	1458	FAMILY(S)			196			A	12.2	28	889
THU.	10.00P	60	CBS	PD											2 SAT. 8.00P 60 ABC GD									
BARNEY MILLER					39	199	200	98	99		A	15.3	29	1115	FANTASY ISLAND	20	192	199	96	99	A	19.2	39	1400
THU.	9.00P	30	ABC	CS							B	19.9	33	1451	SAT. 10.00P 60 ABC A						B	19.8	39	1443
BIG EVENT TUE.					23	203	193	97	97		A	14.3	27	1042	GOOD TIMES	9	182	182	96	96	A	17.0	32	1239
1 TUE.	8.00P	180	NBC	FV							B	17.3	29	1261	MON. 8.30P 30 CBS CS						B	14.8	29	1070
2 TUE.	9.00P	120																						

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1978 REPORT

PROGRAM NAME														PROGRAM NAME													
T/C THIS SEASON														T/C THIS SEASON													
NO. OF STATIONS														NO. OF STATIONS													
PROGRAM COVERAGE														PROGRAM COVERAGE													
HOUSEHOLD AUDIENCES														HOUSEHOLD AUDIENCES													
WK # DAY START TIME DUR NET TYPE														WK # DAY START TIME DUR NET TYPE													
WK 1 WK 2 WK 1 WK 2														WK 1 WK 2 WK 1 WK 2													
K E Y														K E Y													
AVG. AUD. SHARE														AVG. AUD. SHARE													
(0,000)														(0,000)													
EVENING CONT'D														NBC NIGHTLY NEWS-SUN.													
HAPPY DAYS 42														SUN. 6.30P 30 NBC N 36													
TUE. 8.00P 30 ABC CS														209													
HARDY BOYS/NANCY DREW 33														NBC NIGHTLY NEWS 206													
2 SUN. 7.00P 60 ABC SM														M-F 6.30P 30 NBC N 99													
HARVEY KORMAN SHOW(S) 178														NBC SATURDAY NIGHT MOVIES 202													
1 THU. 9.30P 30 ABC CS														1 SAT. 9.00P 111 NBC FF 96													
HAWAII FIVE-O 32														2 SAT. 9.00P 90													
THU. 9.00P 60 CBS OP														NEWSBREAK-M-F 215													
HOW THE WEST WAS WON 6														1 MWF 8.58P 1 CBS N 166													
1 SUN. 8.03P 57 ABC EW														1 TUE. 9.10P 1													
2 SUN. 8.00P 60														THU. 8.57P 2													
INCREDIBLE HULK 14														2 MTUWF 8.58P 1													
2 FRI. 9.00P 60 CBS SF														NEWSBREAK-SAT. 43													
JEFFERSONS 9														SAT. 8.58P 1 CBS N 159													
MON. 8.00P 30 CBS CS														NEWSBREAK-SUN. 42													
JUST FOR LAUGHS(S) 187														2 SUN. 8.58P 1 CBS N 175													
2 TUE. 8.00P 60 NBC CV														ON OUR OWN 29													
LAVERNE AND SHIRLEY 38														2 SUN. 8.30P 30 CBS CS 187													
TUE. 8.30P 30 ABC CS														ONE DAY AT A TIME 20													
														MON. 9.30P 30 CBS CS 199													
														OPERATION PETTICOAT 7													
														195													
														195													
														99													
														99													
														A													
														12.3													
														28													
														897													

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1978 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
SPARROW(S)						170		96		A	11.6	24	846	2 WED. 11.30P 70														
2 FRI. 10.00P 60 CBS PD														2 FRI. 11.30P 96														
STARKY AND HUTCH					24	196		98		A	19.8	37	1443	LATE MOVIE II					114	165	164	91	90	A	4.5	26	328	
1 WED. 10.00P 60 ABC OP										B	19.2	34	1400	1 TUE. 1.14A 28 CBS FF										B	4.5	28	328	
SWITCH					7	183	180	94 96		A	17.4	32	1268	1 WED. 12.39A 56														
SUN. 10.00P 60 CBS PD										B	18.6	35	1356	1 THU. 12.07A 69														
TABITHA					7	192	193	98 95		A	12.0	29	875	2 TUE. 1.11A 33														
FRI. 8.00P 30 ABC CS										B	11.2	28	816	2 WED. 12.40A 61														
THREE'S COMPANY					41	210	206	99 99		A	21.7	41	1582	2 THU. 12.07A 52														
TUE. 9.00P 30 ABC CS										B	26.6	42	1939	MIDNIGHT SPECIAL					42	191	192	98	98	A	3.7	27	270	
TUT: THE BOY KING(S)						203		95						FRI. 1.00A 90 NBC PC										B	3.6	26	262	
1 THU. 8.00P 60 NBC DO										A	11.1	24	809	NBC LATE NIGHT MOVIE					42	115	114	65	63	A	2.7	15	197	
20/20					8	203	202	99 99		A	13.6	25	991	1 SUN. 12.15A 122 NBC FF										B	3.7	17	270	
TUE. 10.00P 60 ABC DN										B	12.9	24	940	2 SUN. 11.30P 119														
WALTONS					38	200	201	97 99		A	12.9	28	940	PGA CHAMPIONSHIP-FRI(S)						173		92		A	3.7	11	270	
THU. 8.00P 60 CBS GD										B	18.4	31	1341	1 FRI. 11.30P 30 ABC SE														
WEDNESDAY MOVIE OF-WEEK					2	191	198	92 99		A	13.9	27	1013	POLICE STORY-MON					8	174	175	97	96	A	5.1	25	372	
WED. 8.00P 120 NBC FF										B	13.9	27	1013	1 MON. 12.04A 62 ABC OP										B	5.1	24	372	
WELCOME BACK,KOTTER					42	194	196	98 99		A	12.4	28	904	2 MON. 12.04A 53										A	6.4	23	467	
														POLICE STORY-WED					29	173	175	96	97	B	6.4	25	467	
														WED. 11.30P 64 ABC OP														

THU.	8.00P	30	ABC CS						B	18.0	32	1312				
WHAT'S HAPPENING				11	186	189	97	98	A	14.1	29	1028				
THU.	8.30P	30	ABC CS						B	15.7	31	1145				
WONDER WOMAN				37		188		97	A	13.1	31	955				
2 FRI.	8.00P	60	CBS SF						B	14.6	27	1064				
WONDERFUL WORLD OF DISNEY				40	210	211	99	99	A	12.2	29	889				
SUN.	7.00P	60	NBC FV						B	15.5	28	1130				
LATE FRINGE																
ABC WEEKEND REPORT-SAT.				42	150	150	87	90	A	8.1	18	590				
SAT.	11.00P	15	ABC N						B	7.8	17	569				
ABC WEEKEND REPORT-SUN.				40	153	153	93	93	A	7.0	15	510				
SUN.	11.00P	15	ABC N						B	6.0	14	437				
BARETTA-11:30PM				39	155	161	92	93	A	4.6	17	335				
1 FRI.	12.00M	65	ABC OP						B	6.8	22	496				
2 FRI.	11.30P	65														
CBS SUNDAY NEWS-BRADLEY				42	133	132	78	78	A	8.0	17	583				
SUN.	11.00P	15	CBS N						B	7.7	17	561				
LATE MOVIE I				200	164	162	91	89	A	6.4	25	467				
1 MON.	11.30P	94	CBS FF						B	6.3	26	459				
1 TUE.	11.30P	104														
1 WED.	11.30P	69														
THU.	11.30P	37														
1 FRI.	11.30P	99														
2 MON.	11.30P	99														
2 TUE.	11.30P	101														
SATURDAY NIGHT				30	203	202	98	97	A	9.8	32	714				
1 SAT.	11.30P	79	NBC GV						B	9.7	32	707				
2 SAT.	11.30P	82														
SOAP-MON				9	171	171	96	96	A	7.9	26	576				
MON.	11.30P	34	ABC CS						B	7.5	25	547				
SOAP-TUE				8	171	169	96	96	A	8.5	29	620				
TUE.	11.30P	34	ABC CS						B	7.6	25	554				
STARKY AND HUTCH-11:30				28	175	173	97	97	A	7.5	26	547				
THU.	11.30P	67	ABC OP						B	7.0	27	510				
STREETS OF SAN FRANCISCO(S)						162		95	A	5.0	28	365				
2 THU.	12.37A	47	ABC OP													
TOMA				25	161		95		A	3.7	22	270				
1 THU.	12.37A	37	ABC OP						B	4.2	26	306				
TOMORROW SHOW				168	173	172	97	97	A	2.5	18	182				
M-TH	1.00A	45	NBC CC						B	2.6	21	190				
TONIGHT SHOW				210	212	211	99	99	A	8.7	32	634				
1 M & W	11.30P	75	NBC GV						B	8.1	31	590				
1 TUE.	11.30P	76														
1 THU.	11.30P	77														
1 FRI.	11.30P	78														
2 MON.	11.30P	81														
2 TU-TH	11.30P	75														
2 FRI.	11.30P	76														
TUESDAY MOVIE OF THE WEEK				8	171	170	96	96	A	4.4	21	321				
1 TUE.	12.04A	71	ABC FF						B	4.0	22	292				
2 TUE.	12.04A	58														

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
LATE FRINGE CONT'D																	GUIDING LIGHT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WED. MYSTERY OF THE WEEK										40	157	157	92	93	A	3.5	21	255	M-F 2.30P 60 CBS DD										176	191	191	99	99	A	7.1	26	518	HAPPY DAYS M-F										208	169	171	95	96	A	9.1	38	663																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
1 WED. 12.34A 56 ABC SM														B	3.3	22	241	M-F 11.00A 30 ABC CS															B	6.6	31	481	HOLLYWOOD SQUARES															A	5.0	23	365																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
2 WED. 12.34A 64																		M-F 10.30A 30 NBC QP															B	5.2	27	379	LOVE OF LIFE															A	5.8	23	423																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
•WEEKDAY DAYTIME																		M-F 11.30A 30 CBS DD															B	5.8	26	423	MAGAZINE(S)															A	4.4	23	321																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
ALL IN THE FAMILY M-F										171	193	193	99	99	A	7.8	27	569	1 THU. 10.00A 60 CBS DN															A	6.1	21	445	MATCH GAME '78															B	5.8	19	423																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
M-F 3.30P 30 CBS CS														B	8.1	27	590	M-F 4.00P 30 CBS QP																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
ALL MY CHILDREN										208	188	188	98	98	A	9.3	35	678	NEW HIGH ROLLERS										70	195	194	98	98	A	5.3	22	386	M-F 11.00A 30 NBC QG															B	5.1	25	372																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
1 M-F 1.00P 60 ABC DD														B	8.4	32	612	NEW TIC TAC DOUGH										29	157	156	84	83	A	3.6	19	262	1 MTUWF 10.00A 30 CBS QG															B	3.8	20	277																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
2 MTUHF 1.00P 60																		2 M-F 10.00A 30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
AMERICA ALIVE										15	188	188	92	92	A	3.6	14	262	ONE LIFE TO LIVE										135	190	190	99	99	A	7.7	29	561	PRICE IS RIGHT 1															A	6.0	28	437																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
M-F 12.00N 60 NBC GV														B	3.6	14	262	M-F 2.00P 60 ABC DD															B	7.1	26	518																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

M-F	10.00A	30	NBC	QG					B	4.4	25	321	1 MTUWF	10.30A	30	CBS	AP							B	5.7	28	416
CBS MID-DAY NEWS-EDWARDS		208	168	167	90	90		A	5.6	22	408	2 M-F	10.30A	30													
M-F	11.55A	4	CBS	N				B	5.6	25	408	PRICE IS RIGHT 2					152	181	180	92	90		A	6.2	26	452	
CBS MORNING NEWS		210	175	175	96	96		A	1.5	16	109	M-F	11.00A	30	CBS	AP							B	6.1	28	445	
M-F	7.15A	45	CBS	N				B	2.0	16	146	RYAN'S HOPE					209	181	179	96	96		A	7.6	30	554	
DAYS OF OUR LIVES		209	208	207	99	99		A	6.6	25	481	1 M-F	12.30P	30	ABC	DD							B	7.0	28	510	
1 M-F	1.30P	60	NBC	DD				B	6.9	25	503	2 MTUHF	12.30P	30													
2 MTUHF	1.30P	60										2 WED.	12.30P	25													
2 WED.	1.51P	39																									
DOCTORS		206	200	200	98	98		A	6.2	23	452	SEARCH FOR TOMORROW					207	188	186	97	95		A	7.2	28	525	
M-F	2.30P	30	NBC	DD				B	6.4	24	467	M-F	12.30P	30	CBS	DD							B	7.1	29	518	
EDGE OF NIGHT		201	165	164	90	89		A	6.1	21	445	TODAY SHOW-7.30AM					209	215	215	99	99		A	4.0	33	292	
M-F	4.00P	30	ABC	DD				B	5.3	17	386	M-F	7.30A	30	NBC	N							B	4.2	29	306	
FAMILY FEUD		208	186	185	99	99		A	10.1	40	736	TODAY SHOW-8.30AM					210	211	211	99	99		A	4.0	29	292	
M-F	11.30A	30	ABC	QP				B	8.6	38	627	M-F	8.30A	30	NBC	N							B	4.5	29	328	
FOR RICHER, FOR POORER		152	154	154	81	81		A	3.0	12	219	\$20,000 PYRAMID					135	164	164	89	89		A	6.2	24	452	
1 M-F	1.00P	30	NBC	DD				B	3.5	14	255	M-F	12.00N	30	ABC	QG							B	5.4	22	394	
2 MTUHF	1.00P	30										WHEEL OF FORTUNE					70	199	198	98	98		A	6.5	26	474	
GENERAL HOSPITAL		133	190	190	98	98		A	7.9	28	576	M-F	11.30A	30	NBC	QG							B	6.1	27	445	
M-F	3.00P	60	ABC	DD				B	7.1	25	518	YOUNG AND THE RESTLESS					207	193	190	97	95		A	7.9	30	576	
GOOD MORNING, AMERICA-730		210	185	185	98	98		A	2.1	21	153	M-F	12.00N	30	CBS	DD							B	7.6	32	554	
M-F	7.30A	30	ABC	N				B	2.8	20	204	*WEEKEND DAYTIME															
GOOD MORNING, AMERICA-830		210	188	188	94	94		A	3.2	20	233	AAU JUNIOR OLYMPICS-SAT(S)						185		93		A	5.0	17	365		
M-F	8.30A	30	ABC	N				B	3.5	21	255	2 SAT.	5.00P	90	NBC	SE											
												AAU JUNIOR OLYMPICS-SUN(S)						191		94		A	7.3	24	532		
												2 SUN.	4.00P	90	NBC	SE											

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			
					WK 1	WK 2	WK 1	WK 2				WK 1	WK 2	WK 1	WK 2
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	WK 1	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2
WEEKEND DAYTIME CONT'D															
ABC WIDE WORLD-SPORTS	SAT	3.30P	120	ABC SA	35	205	185	99	99	A	6.1	20	445		
1 SAT.		3.30P	120	ABC SA						B	9.3	25	678		
2 SAT.		5.00P	90												
ALL NEW SUPERFRIENDS I	SAT.	8.30A	30	ABC CA	6	191	188	99	98	A	3.3	31	241		
ALL NEW SUPERFRIENDS II	SAT.	9.00A	30	ABC CA	6	191	188	99	98	B	3.2	30	233		
AMERICAN BANDSTAND '78	1 SAT.	12.30P	60	ABC PC	39	170		88		A	4.5	30	328		
ANIMALS, ANIMALS, ANIMALS	SUN.	11.30A	30	ABC CL	42	144	144	83	85	B	4.3	29	313		
BAGGY PANTS & THE NITWITS	SAT.	11.00A	30	NBC CA	24	199	176	97	82	A	5.2	25	379		
BATMAN/TARZAN ADV I	SAT.	10.30A	30	CBS CA	35	192	193	99	99	B	5.1	21	372		
BATMAN/TARZAN ADV II	SAT.	11.00A	30	CBS CA	35	193	196	99	99	A	3.1	17	226		
BUGS BUNNY/ROAD RUNNER 1	SAT.	9.00A	30	CBS CA	35	199	174	99	85	B	3.0	15	219		
GREAT GRAPE APE	SUN.	11.00A	30	ABC CA	42					A	3.9	18	284		
HONG KONG PHOOEY	SAT.	8.00A	30	NBC CA	25					B	4.4	19	321		
IN THE NEWS- 8.26AM	SAT.	8.26A	3	CBS N	41	194	188	99	96	A	6.3	31	459		
IN THE NEWS- 8.56AM	SAT.	8.56A	3	CBS N	34	193	189	95	93	B	7.7	32	561		
IN THE NEWS- 9.56AM	SAT.	9.56A	3	CBS N	35	198	196	99	99	A	6.7	32	488		
IN THE NEWS- 10.26AM	SAT.	10.26A	3	CBS N	44	199	196	99	99	B	8.5	35	620		
IN THE NEWS- 10.56AM	SAT.	10.56A	3	CBS N	44	191	192	99	99	A	4.9	31	357		
IN THE NEWS- 11.26AM	SAT.	11.26A	3	CBS N	44	193	196	99	99	B	6.5	32	474		
IN THE NEWS- 11.56AM	1 SAT.	11.56A	3	CBS N	42	194		99		A					
IN THE NEWS- 12.26PM	1 SAT.	12.26P	3	CBS N	43	192		99		B					

BUGS BUNNY/ROAD RUNNER 2	SAT.	9.30A	30	CBS CA	35	199	197	99	99	A	6.7	35	488		
BUGS BUNNY/ROAD RUNNER 3	SAT.	10.00A	30	CBS CA	35	199	196	99	99	B	8.2	36	598		
CBS SAT. FILM FESTIVAL	1 SAT.	1.30P	30	CBS CL	36	161		87		A	7.7	36	561		
CBS SPORTS SPECTACULAR	1 SAT.	4.30P	90	CBS SA	39	155		88		B	9.0	38	656		
DYNOMUTT DOG WONDER	SAT.	8.00A	30	ABC CA	6	188	183	98	98	A	4.3	20	313		
FACE THE NATION	SUN.	11.30A	30	CBS CC	42	185	188	99	99	B	4.2	17	306		
FAT ALBERT AND COSBY KIDS	1 SAT.	12.00N	30	CBS CA	25	192		99		A	5.0	17	365		
GHOST BUSTERS	SUN.	9.00A	30	CBS CL	43	60	62	51	54	B	6.6	19	481		
GO GO GLOBETROTTERS I	SAT.	8.30A	30	NBC CA	25	200	198	99	99	A	2.2	30	160		
GO GO GLOBETROTTERS II	SAT.	9.00A	30	NBC CA	25	200	199	99	99	B	2.2	29	160		
GO GO GLOBETROTTERS III	SAT.	9.30A	30	NBC CA	25	201	180	99	86	A	2.8	14	204		
GO GO GLOBETROTTERS IV	SAT.	10.00A	30	NBC CA	25	201	180	99	86	B	2.9	14	211		
IN THE NEWS- 12.56PM	1 SAT.	12.56P	3	CBS N	41	192		96		A	4.2	21	306		
IN THE NEWS- 1.26PM	1 SAT.	1.26P	3	CBS N	38	162		84		B	6.1	27	445		
IN THE NEWS- 1.56PM	1 SAT.	1.56P	3	CBS N	39	161		87		A	.9	8	66		
IN THE NEWS- 9.26AM	SUN.	9.26A	3	CBS N	43	60	62	51	54	B	1.2	9	87		
IN THE NEWS- 9.56AM	SUN.	9.56A	3	CBS N	43	61	60	54	53	A	4.2	21	306		
INT'L GRAND PRIX TENNIS(S)	1 SUN.	1.30P	150	CBS SE		168		91		B	6.1	27	445		
ISSUES AND ANSWERS	SUN.	12.00N	30	ABC CC	44	174	184	96	98	A	2.9	14	211		
JABBERJAW	SUN.	10.30A	30	ABC CA	42	91	85	61	61	B	4.2	21	306		
KROFFT SUPERSHOW '78 I	1 SAT.	11.30A	30	ABC CL	4	179		91		A	.9	8	66		
KROFFT SUPERSHOW '78 II	1 SAT.	12.00N	30	ABC CL	4	179		91		B	1.2	9	87		
LAND OF THE LOST	1 SAT.	12.00N	30	NBC CL	23	179		88		A	2.9	14	211		
MEET THE PRESS	SUN.	12.30P	30	NBC CC	42	198	194	99	98	B	4.0	27	292		

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
WEEKEND DAYTIME CONT'D																																					
NAT'L LONG DRIVING CHAMP.(S)						179		96		A	4.8	16	350	SPORTSWORLD						25	185		90		A	6.5	21	474									
1 SUN. 4.00P 30 ABC SE														1 SUN. 4.00P 90 NBC SE										B	5.4	17	394										
NBC MAJOR LEAGUE PRE GAME						15	201		98		A	6.1	22	445	THINK PINK PANTHER						25	207	183	99	85	A	5.1	24	372								
1 SAT. 4.00P 7 NBC SC										B	5.1	23	372	SAT. 10.30A 30 NBC CA										B	5.2	23	379										
NBC MAJOR LEAGUE BASEBALL						16	201	192	98	94	A	7.8	27	569	THREE ROBONIC STOOGES						26	194	188	99	96	A	2.3	24	168								
1 SAT. 4.07P 153 NBC SE										B	7.4	28	539	SAT. 8.00A 30 CBS CA										B	2.9	24	211										
2 SAT. 2.10P 170														THUNDER						23	161		82		A	4.3	21	313									
NFL PRE-SEASON FOOTBALL(S)								196		99	A	9.7	33	707	1 SAT. 12.30P 30 NBC CL										B	3.7	17	270									
2 SAT. 3.00P 180 CBS SE														U.S. CLAY COURT TENNIS(S)								182		96	A	4.8	16	350									
PGA CHAMPIONSHIP-SAT.(S)							203		99		A	5.0	15	365	2 SUN. 4.00P 120 CBS SE																						
1 SAT. 5.30P 90 ABC SE														USAC CHAMP. AUTO RACE(S)							169		96		A	4.9	15	357									
PGA CHAMPIONSHIP-SUN.(S)							207		99		A	7.8	22	569	1 SUN. 4.00P 120 CBS SE																						
1 SUN. 4.30P 188 ABC SE														WACKO						34	61	60	54	53	A	1.4	10	102									
SCHOOLHOUSE ROCK- 8.25AM						6	188	183	98	98	A	2.4	29	175	SUN. 9.30A 30 CBS CL										B	1.5	10	109									
SAT. 8.25A 4 ABC CA										B	2.4	29	175	WHAT'S NEW, MISTER MAGOO						30	162		84		A	4.9	22	357									
SCHOOLHOUSE ROCK- 9.25AM						6	191	188	99	98	A	4.1	26	299	1 SAT. 1.00P 30 CBS CA										B	5.5	23	401									
SAT. 9.25A 4 ABC CA										B	4.0	26	292	YEAR IN GOLF-1978(S)								133		75	A	3.1	11	226									
SCHOOLHOUSE ROCK-10.25AM						6	195	190	99	99	A	5.2	25	379	2 SUN. 3.30P 30 NBC SC																						
SAT. 10.25A 4 ABC CA										B	5.5	26	401																								

SCHOOLHOUSE ROCK-11.25AM																											
SAT. 11.25A 4 ABC CA																											
SCHOOLHOUSE ROCK-12.25PM																											
1 SAT. 12.25P 4 ABC CA																											
SCHOOLHOUSE ROCK-10.55AM																											
SUN. 10.55A 4 ABC CA																											
SCHOOLHOUSE ROCK-11.55AM																											
SUN. 11.55A 4 ABC CA																											
SCOOBY'S-LAFF-LYMPICS I																											
SAT. 9.30A 30 ABC CA																											
SCOOBY'S-LAFF-LYMPICS II																											
SAT. 10.00A 30 ABC CA																											
SCOOBY'S-LAFF-LYMPICS III																											
SAT. 10.30A 30 ABC CA																											
SCOOBY'S-LAFF-LYMPICS IV																											
SAT. 11.00A 30 ABC CA																											
SECRETS OF ISIS																											
1 SAT. 11.30A 30 CBS CL																											
SPACE ACADEMY																											
1 SAT. 12.30P 30 CBS CL																											
SPACE SENTINELS																											
1 SAT. 11.30A 30 NBC CA																											
SPEED BUGGY																											
SAT. 8.30A 30 CBS CA																											

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUL. 31, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,320 26.5												
		AVERAGE AUDIENCE (Households (000) & %)					10,280												
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					14.1 27 10.3	10.5* 22 * 10.7		13.3* 26 * 13.7		14.5* 27 * 14.8		15.9* 28 * 15.9			16.5* 29 * 16.0		
	ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:00-11:14PM)a																		
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,780 18.9		13,270 18.2		16,260 22.3		18,440 25.3		16,550 22.7				
		AVERAGE AUDIENCE (Households (000) & %)					The Jeffersons (R)		Good Times (R)	(OP)	M*A*S*H (R)		One Day at a Time (R)		Lou Grant (R)				
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12,030 16.5 34 15.6		12,030 16.5 31 17.4		14,140 19.4 35 18.5		16,110 22.1 38 20.2		13,340 18.3 33 18.5		18.3* 32 * 18.1		18.2* 33 * 18.4
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,500 24.0						18,740 25.7						
		AVERAGE AUDIENCE (Households (000) & %)					11,450						12,980						
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					15.7 30 12.5	13.2* 27 * 14.0		16.1* 31 * 16.5		17.9* 32 * 18.2	17.8 31 16.5	16.2* 28 * 16.0		18.1* 31 * 18.7		19.0* 35 * 19.3	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,420 23.9												
		AVERAGE AUDIENCE (Households (000) & %)					8,970												
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12.3 22 9.8	10.0* 20 * 10.3		11.9* 22 * 11.6		12.1* 21 * 11.9		13.1* 23 * 12.9		14.7* 26 * 14.8		12.4	
	ABC Monday Night Baseball "VARIOUS TEAMS & TIMES" (8:00-10:54PM)a																		
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,220 19.5		13,710 18.8		17,420 23.9		17,500 24.0		18,010 24.7				
		AVERAGE AUDIENCE (Households (000) & %)					The Jeffersons (R)		Good Times (R)	(OP)	M*A*S*H (R)		One Day at a Time (R)		Lou Grant (R)				
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12,540 17.2 35 16.7		12,760 17.5 32 17.1		15,240 20.9 36 20.2		16,330 22.4 39 21.5		13,920 19.1 34 19.7		19.4* 34 * 19.1		19.9* 34 * 18.9
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,520 25.4						20,480 28.1						
		AVERAGE AUDIENCE (Households (000) & %)					13,190						14,360						
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					18.1 34 14.3	15.2* 31 * 16.0		18.3* 34 * 17.7		20.8* 36 * 21.2	19.7 35 17.9	18.0* 31 * 18.0		19.9* 35 * 19.5		21.1* 38 * 20.9	
TV HOUSEHOLDS USING TV		WK 1	43.4	44.2	44.3	46.3	47.2	50.3	51.8	53.2	55.0	57.0	57.2	58.7	57.5	57.6	55.9	54.1	
(See Def. 1)		WK 2	43.8	44.1	44.4	45.7	47.6	50.4	53.1	55.0	57.2	58.4	57.0	57.9	57.7	57.4	55.4	54.4	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-3

VARIOUS DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
 (1) FILL, ABC, (10:28-11:00PM)(SUS.). (2) SPORTS FILL, ABC, (10:40-11:00PM)(SUS.).

EVE. MON. AUG. 7, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 1, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,140 19.4		16,400 22.5		17,860 24.5		15,820 21.7		14,220 19.5				
AVERAGE AUDIENCE (Households (000) & %)					12,170 16.7		14,510 19.9		16,180 22.2		14,140 19.4		10,130 13.9		14,5* 27 *		13,3* 25 *
SHARE OF AUDIENCE %					37		40		42		35		26		27 *		25 *
AVG. AUD. BY ¼ HR. %					15.7	17.8	19.2	20.5	21.3	23.1	20.0	18.8	14.9	14.1	13.6		12.9
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					6,780 9.3		15,970 21.9										
AVERAGE AUDIENCE (Households (000) & %)					5,760 7.9		7,290 10.0		7.1* 14 *		8.3* 16 *		9.9* 18 *		11.6* 21 *		13.1* 25 *
SHARE OF AUDIENCE %					17		19		7.2		8.7		9.9		11.7		13.9
AVG. AUD. BY ¼ HR. %					8.0	7.8	7.0		8.0		8.7		9.8		11.5		12.3
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,920 28.7												
AVERAGE AUDIENCE (Households (000) & %)					10,860 14.9												
SHARE OF AUDIENCE %					29												
AVG. AUD. BY ¼ HR. %					11.3	11.4	12.3		13.9		15.9		16.2		17.3		17.2

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,160 20.8		15,240 20.9		17,280 23.7		15,450 21.2		14,000 19.2				
AVERAGE AUDIENCE (Households (000) & %)					12,830 17.6		13,710 18.8		15,380 21.1		13,780 18.9		9,620 13.2		13.8* 25 *		12.6* 24 *
SHARE OF AUDIENCE %					38		37		40		34		24		25 *		24 *
AVG. AUD. BY ¼ HR. %					16.2	19.1	18.6	19.1	20.5	21.7	19.0	18.9	14.6	13.1	12.6		12.6
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					10,940 15.0				16,990 23.3								
AVERAGE AUDIENCE (Households (000) & %)					7,440 10.2		9.1* 20 *		11.4* 22 *		10,280 14.1		12.4* 23 *		13.0* 23 *		15.4* 27 *
SHARE OF AUDIENCE %					21		9.1	11.0	11.8		12.3		12.7		13.2		15.3
AVG. AUD. BY ¼ HR. %					9.0		9.1		11.8		12.4		12.7		13.2		15.3
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,550 13.1				16,910 23.2								
AVERAGE AUDIENCE (Households (000) & %)					6,270 8.6		8.2* 18 *		9.1* 18 *		9,770 13.4		9.8* 18 *		12.2* 22 *		15.5* 28 *
SHARE OF AUDIENCE %					18		8.5	9.1	9.2		9.4		10.3		11.8		16.2* 31 *
AVG. AUD. BY ¼ HR. %					7.8		8.5		9.2		9.4		10.3		11.8		15.2
TV HOUSEHOLDS USING TV WK 1	41.9	42.5	42.1	44.1	44.8	46.2	48.7	50.3	52.6	54.2	55.3	55.9	54.2	54.1	53.3	51.1	
(See Def. 1) WK 2	41.6	40.4	40.2	43.3	45.4	47.9	50.1	51.2	52.5	54.3	55.1	56.4	56.4	56.0	53.9	51.6	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. AUG. 2, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,510 19.9				19,250 26.4				17,790 24.4				
		AVERAGE AUDIENCE (Households (000) & %)					10,720 14.7	13.3*			14,580 20.0	18.8*			14,430 19.8	19.3*			20.4*
		SHARE OF AUDIENCE %					32	30 *			33 *	36 *			39 *	37			39 *
		AVG. AUD. BY ¼ HR. %					12.7	13.9	15.6		16.3	17.6	19.9	20.9	21.7	19.3	19.2	20.3	20.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)						10,420 14.3				14,290 19.6								
	AVERAGE AUDIENCE (Households (000) & %)						7,000 9.6	9.1*			7,220 9.9	10.8*			10,430 14.4	9.8*			8.6*
	SHARE OF AUDIENCE %						21	20 *			21 *	20 *			19 *	18 *			16 *
	AVG. AUD. BY ¼ HR. %						8.9	9.3	10.1		9.9	11.0	10.6	10.7	10.1	10.2	9.4	8.8	8.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)						16,040 22.0								13,120 18.0				
	AVERAGE AUDIENCE (Households (000) & %)						8,970 12.3	10.7*			12,520 17.5	13.2*			10,210 14.0	12.8*			15.1*
	SHARE OF AUDIENCE %						25	24 *			26 *	25 *			24 *	24 *			29 *
	AVG. AUD. BY ¼ HR. %						10.3	11.2	12.0		12.9	13.2	13.1	12.8	12.3	13.3	14.9	15.3	
ABC TV	TOTAL AUDIENCE (Households (000) & %)						17,790 24.4				17,200 23.6				14,650 20.1				
	AVERAGE AUDIENCE (Households (000) & %)						12,980 17.8	16.3*			12,250 16.8	17.1*			11,590 15.9	15.8*			16.0*
	SHARE OF AUDIENCE %						38	36 *			30	31 *			28	28 *			29 *
	AVG. AUD. BY ¼ HR. %						15.3	17.2	18.6		17.5	16.6	16.3	16.6	15.5	16.2	16.8	15.2	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						9,480 13.0				17,640 24.2								
	AVERAGE AUDIENCE (Households (000) & %)						6,200 8.5	7.9*			10,350 14.2	11.8*			11,590 15.9	16.2*			15.7*
	SHARE OF AUDIENCE %						18	18 *			25	22 *			23 *	29 *			28 *
	AVG. AUD. BY ¼ HR. %						8.0	7.9	8.7		9.4	11.4	12.3	12.9	13.6	16.1	16.2	15.7	15.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)						20,190 27.7								15,160 20.8				
	AVERAGE AUDIENCE (Households (000) & %)						11,230 15.4	12.1*			13,520 18.8	17.6*			12,170 16.7	16.1*			17.3*
	SHARE OF AUDIENCE %						30	27 *			27 *	32 *			30	28 *			31 *
	AVG. AUD. BY ¼ HR. %						11.6	12.5	13.2		13.8	17.2	17.9	18.7	18.4	15.9	16.4	16.7	18.0
TV HOUSEHOLDS USING TV		WK 1	43.4	43.0	42.7	43.9	43.7	45.3	47.9	49.2	51.4	54.2	54.9	54.9	53.4	52.7	52.8	52.4	
(See Def. 1)		WK 2	43.1	43.3	43.1	43.7	44.2	45.6	48.8	51.0	53.9	55.5	56.9	57.2	56.7	56.5	55.8	54.5	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. AUG. 3, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)						11,370 15.6		12,030 16.5		11,880 16.3		9,330 12.8		9,910 13.6				
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,040		10,790		10,210		8,160		7,000				
SHARE OF AUDIENCE %						12.4		14.8		14.0		11.2		9.6		9.9*		9.2*
AVG. AUD. BY 1/4 HR. %						28		31		27		20		17		18 *		17 *
						11.2	13.7	14.2	15.5	14.2	13.7	11.3	11.2	9.9	9.9	9.6		8.9
TOTAL AUDIENCE (Households (000) & %)						13,190 18.1				15,750 21.6				17,130 23.5				
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,700				12,250				13,850				
SHARE OF AUDIENCE %						13.3	11.7*		14.9*	16.8	15.3*		18.3*	19.0	18.2*			19.7*
AVG. AUD. BY 1/4 HR. %						29	26 *		31 *	32	30 *		33 *	35	33 *			36 *
						10.6	12.8	14.6	15.1	14.6	15.9	17.7	18.8	17.7	18.8	19.6		19.9
TOTAL AUDIENCE (Households (000) & %)						11,810 16.2				16,770 23.0								
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)						8,090				10,350								
SHARE OF AUDIENCE %						11.1	11.4*		10.7*	14.2	11.4*		13.0*		16.2*			16.3*
AVG. AUD. BY 1/4 HR. %						24	25 *		22 *	26	22 *		24 *		29 *			30 *
						12.0	10.8	10.4	11.1	11.0	11.8	12.8	13.2	15.7	16.8	16.7		15.8
TOTAL AUDIENCE (Households (000) & %)						10,570 14.5		10,280 14.1		13,560 18.6		16,990 23.3						
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,040		9,770		12,100		11,370						
SHARE OF AUDIENCE %						12.4		13.4		16.6		15.6		14.0*		16.3*		16.5*
AVG. AUD. BY 1/4 HR. %						28		28		31		29		25 *		30 *		31 *
						11.9	12.9	12.9	13.8	16.3	16.8	13.9	14.1	16.3	16.4	16.8		16.2
TOTAL AUDIENCE (Households (000) & %)						12,170 16.7				17,790 24.4				17,500 24.0				
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,110				13,630				14,000				
SHARE OF AUDIENCE %						12.5	11.4*		13.7*	18.7	16.8*		20.6*	19.2	19.4*			18.9*
AVG. AUD. BY 1/4 HR. %						27	26 *		28 *	34	32 *		37 *	36	36 *			36 *
						11.0	11.8	12.9	14.4	15.8	17.7	20.3	20.9	19.4	19.4	19.1		18.7
TOTAL AUDIENCE (Households (000) & %)						12,760 17.5				11,590 15.9				10,280 14.1				
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,840				8,820				7,730				
SHARE OF AUDIENCE %						13.5	12.6*		14.4*	12.1	11.5*		12.6*	10.6	10.1*			11.1*
AVG. AUD. BY 1/4 HR. %						29	28 *		30 *	22	22 *		23 *	20	19 *			21 *
						12.3	13.0	14.3	14.4	11.6	11.5	12.2	12.9	10.1	10.2	10.6		11.5
TV HOUSEHOLDS USING TV		WK 1	41.4	41.8	40.1	41.5	43.7	45.9	47.4	49.6	51.0	52.4	53.9	55.7	55.0	55.7	55.3	54.4
(See Def. 1)		WK 2	40.4	42.2	41.9	43.0	43.3	45.8	46.9	50.0	52.2	53.7	55.0	56.5	55.0	54.0	52.9	52.7

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 4, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 3	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 4	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 5	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 6	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1		36.9	37.4	37.9	39.4	40.0	41.0	41.7	44.2	46.4	47.5	49.1	50.1	50.8	51.5	52.2	50.0	
(See Def. 1)		WK 2	37.9	39.4	39.8	41.0	40.8	42.1	43.5	44.6	45.4	47.2	48.7	50.4	49.3	47.3	46.3	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. AUG. 11, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					7,580 10.4				15,240 20.9				16,180 22.2				
		AVERAGE AUDIENCE (Households (000) & %)					5,180 7.1				11,520 15.8				12,680 17.4				
		SHARE OF AUDIENCE %					18	6.6*			34	14.2*			37	17.4	16.9*		17.9*
		AVG. AUD. BY 1/4 HR. %					6.5	17 *	7.6	7.4	12.7	15.7	17.2	17.7	36	16.8	36 *	17.5	18.4
			←ABC Saturday Comedy Special→ Love Boat (R) (OP) Fantasy Island (R)																
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					8,240 11.3		8,460 11.6		11,370 15.6								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %					9.8		9.8		8.1	7.9*			7.4*		8.3*		8.8*
		AVG. AUD. BY 1/4 HR. %					25		24		17	18 *			16 *		18 *		18 *
			Bob Newhart Show (R) Baby, I'm Back (R) (OP) CBS Saturday Night Movie "BURN!" (9:05-11:00PM)																
W E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					12,760 17.5				15,450 21.2								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %					14.2	13.6*		14.8*	13.4	13.5*		12.9*			13.6*		13.9*
		AVG. AUD. BY 1/4 HR. %					35	34 *		36 *	29	30 *		28 *			29 *		29 *
			←Bionic Woman (R) (OP) NBC Saturday Night at the Movies "THE LAND THAT TIME FORGOT" (9:00-10:51PM)(R) (1)																
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,390 17.0				17,500 24.0				19,900 27.3				
		AVERAGE AUDIENCE (Households (000) & %)					8,890 12.2				14,000 19.2				15,240 20.9				
		SHARE OF AUDIENCE %					28	11.2*		13.1*	19.2	17.8*		20.6*	20.9	19.0*			22.8*
		AVG. AUD. BY 1/4 HR. %					10.9	11.5	12.5	13.7	16.9	18.6	20.4	20.7	19.0	19.1	22.6	23.0	
			←Family (8:00-9:00PM)(R)→ Love Boat (R) (OP) Fantasy Island (R)																
W E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					8,380 11.5		7,070 9.7		12,390 17.0								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %					10.1		8.4		10.1	8.8*		9.4*		10.1*			11.9*
		AVG. AUD. BY 1/4 HR. %					24		19		21	19 *		19 *		20 *			24 *
			Bob Newhart Show (R) Baby, I'm Back (R) (OP) CBS Saturday Night Movie "THE GIRL CALLED HATTER FOX" (9:00-11:00PM)(R)																
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,500 14.4				10,860 14.9								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %					10.9	10.3*		11.5*	9.8	9.0*		9.5*		10.9*			
		AVG. AUD. BY 1/4 HR. %					25	25 *		26 *	20	19 *		19 *		22 *			
			←Bionic Woman (R) (OP) NBC Saturday Night at the Movies "LACY AND THE MISSISSIPPI QUEEN" (9:00-10:30PM)(R) NBC News Special Report (10:30-11:00PM)(SUS.)																
TV HOUSEHOLDS USING TV WK 1		36.2	36.2	37.2	38.3	38.7	40.4	40.9	42.0	43.6	46.0	47.0	46.7	47.1	47.7	48.2	48.0		
(See Def. 1) WK 2		35.2	37.7	38.2	39.6	41.2	42.4	43.2	44.7	45.5	47.7	49.5	50.7	50.7	50.6	49.6	48.9		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 6, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 11,660 16.0 17,570 24.1																
		PGA Championship (4:30-7:38PM) Death of Pope Paul VI (7:38-8:03PM)(SUS.) How the West Was Won (8:03-9:00PM)(R) ABC Sunday Night Movie "ANYTHING FOR LOVE" (9:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %) {																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %	8.7	8.7*	8.2		7,950 10.9 10.1* 11.7* 13.8 13.1* 13.3* 14.3* 14.4*												
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 15,530 21.3 9,840 13.5 15,020 20.6 16,990 23.3 16,690 22.9																
		60 Minutes (R) Death of Pope Paul VI (8:00-8:30PM)(SUS.) Rhoda (R) All In The Family (R) Alice (R) Switch																
	AVERAGE AUDIENCE (Households (000) & %) {																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %	11,520 15.8 15.1* 16.6* 8,460 11.6 12,760 17.5 15,160 20.8 12,470 17.1 17.1* 17.1*																
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 12,830 17.6 16,690 22.9 20,050 27.5																
		Wonderful World of Disney "HOG WILD" Pt. I (R) Project U.F.O. (R) Big Event "POLICE STORY-STIGMA" (9:00-11:00PM)(R)																
	AVERAGE AUDIENCE (Households (000) & %) {																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %	9,550 13.1 11.6* 14.6* 16.4 15.5* 17.2* 16.7 16.0* 16.1* 17.5* 17.3*																
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 4,750 12.0 11,450 15.7 19,390 26.6																
		Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (R) How the West Was Won (R) ABC Sunday Night Movie "NEWMAN'S LAW" (9:00-10:53PM) (2)																
	AVERAGE AUDIENCE (Households (000) & %) {																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %	6,420 8.8 8.3* 9.2* 9,040 12.4 11.5* 13.2* 13,630 18.7 17.2* 18.8* 19.5* 19.7*																
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 15,020 20.6 12,170 16.7 12,100 16.6 15,380 21.1 17,060 23.4 16,770 23.0																
		60 Minutes Rhoda On Our Own (OP) All In The Family Alice Switch																
	AVERAGE AUDIENCE (Households (000) & %) {																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %	11,740 16.1 15.7* 16.5* 10,500 14.4 10,570 14.5 13,630 18.7 15,310 21.0 12,900 17.7 17.5* 18.0*																
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 10,940 15.0 14,360 19.7 14,870 20.4																
		Wonderful World of Disney "HOG WILD" Pt. II (R) Project U.F.O. (R) Big Event "POLICE STORY - RIVER OF PROMISES" (9:00-11:00PM)(R)																
	AVERAGE AUDIENCE (Households (000) & %) {																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %	8,160 11.2 10.3* 12.1* 10,420 14.3 13.4* 15.2* 8,380 11.5 11.1* 10.8* 11.8* 12.3*																
TV HOUSEHOLDS USING TV WK 1		39.8	41.1	42.8	43.9	44.5	45.6	46.6	48.8	51.2	52.9	54.0	55.4	55.0	54.3	54.4	52.8	
(See Def. 1) WK 2		38.5	40.8	41.5	42.5	42.8	45.3	46.9	49.4	50.5	52.4	54.3	55.4	54.5	55.0	55.7	54.3	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) 5,690 7.8 ABC Weekend Report- Sunday AVERAGE AUDIENCE (Households (000) & %) 5,320 7.3 SHARE OF AUDIENCE % 16 AVG. AUD. BY ¼ HR. % 7.3																	
	CBS TV	TOTAL AUDIENCE (Households (000) & %) 5,610 7.7 CBS Sunday News- Bradley AVERAGE AUDIENCE (Households (000) & %) 5,390 7.4 SHARE OF AUDIENCE % 16 AVG. AUD. BY ¼ HR. % 7.4																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %) 3,720 5.1 NBC Late Night Movie AVERAGE AUDIENCE (Households (000) & %) 2,040 2.8 19 2.9 SHARE OF AUDIENCE % 26 3.0 AVG. AUD. BY ¼ HR. % 10.3																	
	ABC TV	TOTAL AUDIENCE (Households (000) & %) 5,180 7.1 ABC Weekend Report- Sunday AVERAGE AUDIENCE (Households (000) & %) 4,880 6.7 15 6.7 SHARE OF AUDIENCE % 15 AVG. AUD. BY ¼ HR. % 6.7																	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) 6,490 8.9 CBS Sunday News- Bradley AVERAGE AUDIENCE (Households (000) & %) 6,200 8.5 18 8.5 SHARE OF AUDIENCE % 23 AVG. AUD. BY ¼ HR. % 6.9																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %) 4,520 6.2 NBC Late Night Movie AVERAGE AUDIENCE (Households (000) & %) 1,820 2.5 12 3.7 SHARE OF AUDIENCE % 12 3.0 AVG. AUD. BY ¼ HR. % 2.5																	
	ABC TV	TOTAL AUDIENCE (Households (000) & %) 7,360 10.1 Late Movie I (1) AVERAGE AUDIENCE (Households (000) & %) 4,810 6.6 26 7.4 SHARE OF AUDIENCE % 7.2* 23* 7.1 AVG. AUD. BY ¼ HR. % 6.3* 25* 6.3 6.0 6.1* 30* 6.0																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %) 9,990 13.7 NBC Late Night Movie Tonight Show (1) Tomorrow Show (1)(OP) AVERAGE AUDIENCE (Households (000) & %) 5,900 8.1 30 10.3 SHARE OF AUDIENCE % 9.7* 31* 9.1 8.3 7.7* 30* 7.1 6.0 6.2 2.8 3.1* 20 21* 3.3 2.8 2.3																	
TV HOUSEHOLDS USING TV		WK 1	47.5	42.0	33.3	29.6	26.4	22.1	19.1	32.9	29.9	26.6	24.1	20.8	18.7	16.4	14.4	12.7	
		WK 2	47.9	39.5	30.3	26.8	23.6	21.4	18.6	33.4	30.7	27.3	24.5	21.3	19.1	16.1	14.6	12.5	

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			2,110 2.9				2,990 4.1										
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)		1,820 2.5			3,500 4.8								3,350 4.6		5,100 7.0		
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
1	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			3,500 4.8				3,500 4.8						3,790 5.2		4,590 6.3		
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 2	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)			1,900 2.6				2,840 3.9										
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)		1,600 2.2			3,500 4.8								3,060 4.2		5,320 7.3		
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
2	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)			3,570 4.9				3,720 5.1						3,570 4.9		4,230 5.8		
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		4.5	6.0	7.5	8.6	10.0	11.7	12.9	14.3	15.6	17.5	18.7	19.0	18.7	20.0	21.1	22.1	
WK 2		4.7	6.3	7.5	8.6	10.1	11.9	13.5	14.5	15.4	16.9	18.2	18.9	19.1	21.0	21.8	22.6	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section, Page A-36

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 31-AUG. 4, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	7,580 10.4				5,180 7.1										6,930 9.5			
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	5,430 8.0		7.7*		8.3*		6.0								5,830 8.0			
	SHARE OF AUDIENCE %	29		28 *		29 *		21								20			
	AVG. AUD. BY ¼ HR. %	7.7		7.7		8.3		8.3		6.0		6.1				7.9		8.1	
CBS TV	TOTAL AUDIENCE (Households (000) & %)			6,340 8.7		5,320 7.3												9,260 12.7	
	AVERAGE AUDIENCE (Households (000) & %)			5,320 6.7*		4,590 6.3												8,090 11.1	
	SHARE OF AUDIENCE %			25 *		26		22										27	
	AVG. AUD. BY ¼ HR. %	6.7		6.6		6.8		7.7		5.9		6.6						11.0	11.1
	NBC TV																		
NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,710 9.2																8,890 12.2	
	AVERAGE AUDIENCE (Households (000) & %)	5,180 7.1		6.6*		7.5*												7,650 10.5	
	SHARE OF AUDIENCE %	26		24 *		26 *												26	
	AVG. AUD. BY ¼ HR. %	6.4		7.0		7.5		7.5										10.5	10.6
	ABC TV																		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	7,510 10.3				5,180 7.1												7,000 9.6	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	5,690 7.8		7.6*		8.0*		6.1										5,900 8.1	
	SHARE OF AUDIENCE %	27		27 *		27 *		21										20	
	AVG. AUD. BY ¼ HR. %	7.7		7.5		7.9		8.0		6.1		6.2						7.8	8.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)			7,290 10.0		4,810 6.6												9,550 13.1	
	AVERAGE AUDIENCE (Households (000) & %)			5,980 7.3*		4,300 5.9												8,310 11.4	
	SHARE OF AUDIENCE %			26 *		21												28	
	AVG. AUD. BY ¼ HR. %	7.4		7.2		7.7		8.7		5.7		6.1						11.2	11.6
	NBC TV																		
NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,070 9.7																8,970 12.3	
	AVERAGE AUDIENCE (Households (000) & %)	5,470 7.5		7.2*		7.9*												7,580 10.4	
	SHARE OF AUDIENCE %	26		26 *		27 *												26	
	AVG. AUD. BY ¼ HR. %	7.0		7.4		8.0		7.8										10.3	10.6
	ABC TV																		
TV HOUSEHOLDS USING TV WK 1		26.7	27.5	27.8	28.7	28.3	29.2	29.2	30.7	31.7	33.5	34.7	37.1	39.5	40.1	40.3	40.9		
(See Def. 1) WK 2		27.9	28.7	29.0	29.8	28.8	29.7	28.9	29.9	30.6	32.7	34.3	36.0	38.3	39.8	40.2	41.3		

U.S. TV Households: 72,900,000

* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 5, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					2,550 3.5		3,720 5.1		4,160 5.7		3,720 5.1		4,880 6.7		5,470 7.5		
		AVERAGE AUDIENCE (Households (000) & %)					2,040 2.8		2,990 4.1		3,650 5.0		3,130 4.3		3,860 5.3		4,880 6.7		
		SHARE OF AUDIENCE %					36		36		31		24		27		32		
		AVG. AUD. BY 1/4 HR. %					2.6	3.1	3.7	4.5	5.1	4.8	4.2	4.4	5.4	5.2	6.6	6.9	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						1,750 2.4		2,840 3.9		5,100 7.0		5,610 7.7		6,630 9.1		5,610 7.7		
	AVERAGE AUDIENCE (Households (000) & %)						1,390 1.9		2,190 3.0		4,080 5.6		4,740 6.5		5,180 7.1		4,520 6.2		
	SHARE OF AUDIENCE %						22		24		33		34		34		30		
	AVG. AUD. BY 1/4 HR. %						1.7	2.1	2.4	3.5	5.1	6.2	6.2	6.8	6.8	7.4	6.3	6.1	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						1,460 2.0		2,770 3.8		4,010 5.5		4,810 6.6		5,180 7.1		4,370 6.0		
	AVERAGE AUDIENCE (Households (000) & %)						1,090 1.5		2,110 2.9		3,280 4.5		4,370 6.0		4,080 5.6		3,790 5.2		
	SHARE OF AUDIENCE %						19		25		28		33		28		25		
	AVG. AUD. BY 1/4 HR. %						1.2	1.8	2.4	3.3	4.4	4.7	5.8	6.1	5.8	5.4	5.2	5.3	
ABC TV	TOTAL AUDIENCE (Households (000) & %)						1,310 1.8		2,330 3.2		3,500 4.8		2,620 3.6		4,010 5.5		5,030 6.9		
	AVERAGE AUDIENCE (Households (000) & %)						1,090 1.5		1,750 2.4		2,840 3.9		2,190 3.0		3,130 4.3		4,080 5.6		
	SHARE OF AUDIENCE %						22		24		28		18		20		25		
	AVG. AUD. BY 1/4 HR. %						1.3	1.7	2.1	2.8	3.9	3.9	2.7	3.2	4.4	4.3	5.5	5.7	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						2,260 3.1		3,060 4.2		3,940 5.4		5,900 8.1		6,930 9.5		5,390 7.4		
	AVERAGE AUDIENCE (Households (000) & %)						1,900 2.6		2,480 3.4		3,060 4.2		4,960 6.8		6,050 8.3		4,670 6.4		
	SHARE OF AUDIENCE %						24		26		29		37		38		32		
	AVG. AUD. BY 1/4 HR. %						2.4	2.9	3.2	3.6	3.7	4.8	6.4	7.2	8.3	8.3	6.5	6.4	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						1,530 2.1		2,410 3.3		3,130 4.3		3,350 4.6		3,650 5.0		4,230 5.8		
	AVERAGE AUDIENCE (Households (000) & %)						1,170 1.6		2,040 2.8		2,620 3.6		2,770 3.8		2,920 4.0		3,570 4.9		
	SHARE OF AUDIENCE %						24		28		26		22		20		23		
	AVG. AUD. BY 1/4 HR. %						1.1	2.0	2.6	3.1	3.4	3.7	3.7	3.9	3.7	4.3	4.5	5.3	
TV HOUSEHOLDS USING TV WK 1			3.3	4.0	5.0	6.3	7.7	9.5	11.2	13.8	16.2	17.6	18.8	19.8	20.5	21.1	20.8	21.2	
(See Def. 1) WK 2			2.6	3.5	4.2	5.2	6.8	8.6	10.0	11.8	13.9	15.3	17.0	18.4	20.7	21.9	21.6	22.3	

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 5, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,420 8.8		5,180 7.1		4,810 6.6		6,270 8.6										
AVERAGE AUDIENCE (Households (000) & %)	4,960		4,160		3,940		3,790										
SHARE OF AUDIENCE %	6.8		5.7		5.4		5.2		5.0*								
AVG. AUD. BY 1/4 HR. %	33 7.5		29 5.6		27 5.7		25 5.1		24* 5.4								
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		4,740 6.5		3,940 5.4		5,030 6.9		4,300 5.9				3,790 5.2				
AVERAGE AUDIENCE (Households (000) & %)	5,100		3,650		3,060		3,940		3,570				3,130				
SHARE OF AUDIENCE %	7.0		5.0		4.2		5.4		4.9				4.3				
AVG. AUD. BY 1/4 HR. %	34 6.7		25 5.1		21 4.1		25 5.3		22 4.5				20 4.5				
K																	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,570 4.9		3,940 5.4		4,230 5.8		3,790 5.2										
AVERAGE AUDIENCE (Households (000) & %)	2,620		3,130		3,500		3,130										
SHARE OF AUDIENCE %	3.6		4.3		4.8		4.3										
AVG. AUD. BY 1/4 HR. %	17 3.8		22 4.1		24 4.4		21 5.2										

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,270 8.6																
AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2																
SHARE OF AUDIENCE %	30																
AVG. AUD. BY 1/4 HR. %	7.1	7.2															
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	5,610 7.7																
AVERAGE AUDIENCE (Households (000) & %)	4,670 6.4																
SHARE OF AUDIENCE %	30																
AVG. AUD. BY 1/4 HR. %	5.9	6.8															
K																	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,720 5.1												11,450 15.7				
AVERAGE AUDIENCE (Households (000) & %)	2,990 4.1												5,030 6.9				
SHARE OF AUDIENCE %	18												25	6.0*		7.8*	
AVG. AUD. BY 1/4 HR. %	4.0	4.2											5.0	6.4	7.5	8.1	
TV HOUSEHOLDS USING TV	WK 1	21.0	19.8	20.0	20.1	19.4	21.3	21.7	21.6	21.5	22.1	21.4	21.4	22.0	22.8	23.4	24.8
(See Def. 1)	WK 2	23.2	23.8	22.7	22.4	22.8	22.5	22.5	22.9	23.2	23.9	23.9	24.1	24.2	24.1	25.4	26.8

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. AUG. 12, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 5, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			11,370 15.6								7,580 10.4						
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			4,670 6.4								3,650 5.0						
	SHARE OF AUDIENCE %			22								23 *						
	AVG. AUD. BY 1/4 HR. %			5.2								5.1						
W E K 2	TOTAL AUDIENCE (Households (000) & %)					6,780 9.3										6,420 8.8		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					3,650 5.0						5,2*				5,250 7.2		
	SHARE OF AUDIENCE %					17						17 *				21		
	AVG. AUD. BY 1/4 HR. %					4.4						5.4				6.9		
W E K 3	TOTAL AUDIENCE (Households (000) & %)					13,490 18.5										4,590 6.3		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,490 8.9						9.1*				10.1*		
	SHARE OF AUDIENCE %					29						30 *				31 *		
	AVG. AUD. BY 1/4 HR. %					6.4						9.1				10.1		

W E K 4	TOTAL AUDIENCE (Households (000) & %)									8,970 12.3						2,840 3.9		
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)									4,080 5.6						2,190 3.0		
	SHARE OF AUDIENCE %									18						19 *		
	AVG. AUD. BY 1/4 HR. %									5.5						2.6		
W E K 5	TOTAL AUDIENCE (Households (000) & %)	15,890 21.8														8,090 11.1		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	7,070 9.7										12.1*				6,710 9.2		
	SHARE OF AUDIENCE %	33										42 *				27		
	AVG. AUD. BY 1/4 HR. %	6.0										12.4				9.2		
W E K 6	TOTAL AUDIENCE (Households (000) & %)									8,020 11.0						5,180 7.1		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)									3,650 5.0						3,940 5.4		
	SHARE OF AUDIENCE %									27 *						20 *		
	AVG. AUD. BY 1/4 HR. %									4.3						5.4		

TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)		25.4	26.1	26.6	27.1	28.1	28.7	28.7	29.5	30.2	31.2	31.2	30.9	33.2	34.4	34.5	35.6				
		27.1	28.2	29.0	30.5	30.1	29.6	29.6	30.4	29.2	29.0	29.6	31.0	33.9	33.6	34.1	34.8				

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) NBC MAJOR LEAGUE PRE-CAME, (4:00-6:00PM), TOP RATINGS, SEE OP. PAGES.

(2) FOR REMAINING RATINGS, SEE OP. PAGES.

(3) NBC NIGHTLY NEWS-SAT., (6:40-7:00PM).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

National *Nickel* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 6, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	{ 3,060 4.2 2,700 3.7 2,620 3.6																
AVERAGE AUDIENCE (Households (000) & %)	{ 2,550 3.5 2,110 2.9 2,040 2.8																
SHARE OF AUDIENCE %	{ 19 3.4 15 2.8 15 2.9 15 2.7																
AVG. AUD. BY ¼ HR. %	{ 3.4 3.7 2.8 2.9 2.9 2.7																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	{ 1,970 2.7 4,960 6.8																
AVERAGE AUDIENCE (Households (000) & %)	{ 1,530 2.1 1,820 2.5																
SHARE OF AUDIENCE %	{ 10 2.1 9 2.0* 2.8* 2.8*																
AVG. AUD. BY ¼ HR. %	{ 2.1 2.0 2.0 2.1 2.6 2.9 2.8 2.8*																
K																	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	{ 2,700 3.7 2,260 3.1																
AVERAGE AUDIENCE (Households (000) & %)	{ 2,260 3.1 18 3.1 3.1																
SHARE OF AUDIENCE %	{ 3.1 3.1																
AVG. AUD. BY ¼ HR. %	{ 3.1 3.1																

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	{ 3,210 4.4 2,620 3.6 2,410 3.3																
AVERAGE AUDIENCE (Households (000) & %)	{ 2,700 3.7 2,410 3.3 1,750 2.4																
SHARE OF AUDIENCE %	{ 20 3.6 18 3.4 14 2.7 2.2																
AVG. AUD. BY ¼ HR. %	{ 3.6 3.9 3.4 3.1 2.7 2.2																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	{ 2,700 3.7																
AVERAGE AUDIENCE (Households (000) & %)	{ 2,480 3.4																
SHARE OF AUDIENCE %	{ 18 3.5 3.3																
AVG. AUD. BY ¼ HR. %	{ 3.5 3.3																
K																	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	{ 2,480 3.4																
AVERAGE AUDIENCE (Households (000) & %)	{ 2,110 2.9																
SHARE OF AUDIENCE %	{ 16 3.0 2.9																
AVG. AUD. BY ¼ HR. %	{ 3.0 2.9																
TV HOUSEHOLDS USING TV WK 1	18.0	18.9	18.7	19.4	19.1	19.5	19.5	20.1	21.3	23.4	25.2	25.8	26.5	27.7	28.8	29.1	
(See Def. 1) WK 2	18.2	18.6	18.6	18.3	17.1	18.0	18.8	20.4	21.1	22.4	23.2	24.5	25.1	26.9	27.7	28.1	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 6, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00																												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																																													
	ABC TV																																													
	AVERAGE AUDIENCE (Households (000) & %)																																													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																																													
		National Open Long Driving Championship (4:00-4:30PM)																			PGA Championship (4:30-7:38PM)																									
		4,670 6.4																			12,100 16.6																									
		3,500																			5,690																									
		4.8																			7.8		6.3*		6.9*		7.4*		8.4*		8.4*															
		16																			22		20*		21*		22*		22*		23*															
		4.5																			5.1		6.1		6.5		6.9		7.0		7.3		7.5		8.1		8.6		8.7		8.9					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																																													
	CBS TV																																													
	AVERAGE AUDIENCE (Households (000) & %)																																													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																																													
		International Grand Prix Tennis (1:30-4:00PM)																			USAC Championship Auto Race (4:00-6:00PM)		CBS Evening News																							
		8,530 11.7																			7,290 10.0																									
		3,570																			6,050																									
		2.5*																			4.9		3.5*		4.4*		5.3*		6.3*		8.3															
		9*																			15		12*		14*		16*		18*		21															
		2.5																			2.5		2.5		2.5		3.3		3.7		4.3		4.6		5.1		5.5		6.3		6.2		7.7		8.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																																													
	NBC TV																																													
	AVERAGE AUDIENCE (Households (000) & %)																																													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																																													
		Sportsworld																			NBC Nightly News-Sun.																									
		9,110 12.5																			6,200 8.5																									
		4,740																			5,030																									
		6.5																			6.0*		6.7*		6.7*		6.9		7.0																	
		21																			19*		22*		20*		18		6.8		7.0															
		6.0																			6.1		6.7		6.7		6.9		6.6																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																																													
	ABC TV																																													
	AVERAGE AUDIENCE (Households (000) & %)																																													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																																													
		U.S. Clay Court Tennis (4:00-6:00PM)																			CBS Evening News																									
		8,090 11.1																			7,140 9.8																									
		3,500																			5,980																									
		4.8																			5.6*		4.6*		4.2*		4.6*		8.2																	
		16																			20*		15*		14*		15*		23																	
		5.9																			5.3		4.8		4.5		4.3		4.1		4.1		5.2		7.6		8.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																																													
	NBC TV																																													
	AVERAGE AUDIENCE (Households (000) & %)																																													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																																													
		Year in Golf-1978 (3:30-4:00PM)																			AAU Junior Olympics (4:00-5:30PM)		NBC Nightly News-Sun.																							
		3,210 4.4																			9,260 12.7		5,540 7.6																							
		2,260																			4,450																									
		3.1																			7.3		6.5*		7.5*		7.8*		6.1																	
		11																			24		23*		25*		25*		17																	
		3.3																			2.8		6.1		7.4		7.5		8.1		7.6		5.7		6.4											
TV HOUSEHOLDS USING TV		WK 1	29.4	29.2	28.7	29.2	29.8	30.9	30.9	31.7	32.4	33.5	33.0	35.1	37.1	38.3	38.6	39.6																												
(See Def. 1)		WK 2	29.1	29.3	28.9	28.7	28.8	29.6	30.3	31.1	31.3	32.2	31.9	32.1	33.5	36.2	36.3	37.1																												

U. S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1							WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			
EVENING MONDAY																		
ABC 10.27-10.28PM ABC NEWSBRIEF-MON(B)					10.15	5,690	7.8	5,690	7.8	14	7.8							
ABC 11.30-12.04AM SOAP-MON					11.30	6,780	9.3	5,610	7.7	26	8.2	6,710	9.2	5,830	8.0	25	8.0	
					11.45				7.9*	26*	7.5				8.1*	25*	8.2	
					12.00						6.7						7.1	
ABC 12.04- 1.06AM POLICE STORY-MON					12.00	5,180	7.1	3,860	5.3	27	5.7	4,880	6.7	3,500	4.8	22	5.6	
12.04-12.57AM					12.15				5.5*	24*	5.3				5.2*	21*	4.9	
					12.30						5.1						4.5	
					12.45				5.2*	29*	5.3				4.5*	24*	4.5	
					1.00						5.1							
EVENING TUESDAY																		
ABC 11.30-12.04AM SOAP-TUE					11.30	6,340	8.7	5,610	7.7	27	7.8	8,020	11.0	6,780	9.3	30	9.6	
					11.45				7.7*	27*	7.6				9.4*	30*	9.3	
					12.00						7.2						8.1	
ABC 12.04- 1.15AM TUESDAY MOVIE OF THE WEEK					12.00	4,740	6.5	2,700	3.7	18	5.3	5,610	7.7	3,790	5.2	24	6.4	
12.04- 1.02AM					12.15				4.7*	20*	4.4				5.8*	24*	5.3	
					12.30						3.6						4.8	
					12.45				3.3*	17*	3.1				4.8*	24*	4.9	
					1.00						2.7						4.7	

EVENING WEDNESDAY

ABC	11.30-12.34AM	POLICE STORY-WED	11.30	6,780	9.3	4,740	6.5	22	8.1	7,000	9.6	4,520	6.2	22	6.9
			11.45				7.5*	24*	6.9				6.7*	22*	6.4
			12.00						5.9						5.9
			12.15				5.7*	21*	5.5				5.9*	23*	6.0
			12.30						4.4						5.0
ABC	12.34- 1.30AM	WED. MYSTERY OF THE WEEK	12.30	3,500	4.8	2,410	3.3	19	4.0	3,500	4.8	2,620	3.6	23	3.8
	12.34- 1.38AM		12.45				3.7*	19*	3.5				3.8*	20*	3.8
			1.00						3.1						3.6
			1.15				3.0*	19*	2.9				3.5*	25*	3.4
			1.30												3.2

EVENING THURSDAY

ABC	11.30	12.37AM	STARSKY AND HUTCH-11:30	11.30	7,870	10.8	5,390	7.4	27	8.0	8,090	11.1	5,540	7.6	26	8.3
				11.45				7.8*	24*	7.6				8.0*	24*	7.7
				12.00						7.4						7.4
				12.15				7.5*	29*	7.5				7.4*	28*	7.4
				12.30						5.7						6.6
ABC	12.37-	1.24AM	STREETS OF SAN FRANCISCO(S)	12.30							4,810	6.6	3,650	5.0	28	5.2
				12.45										4.9*	24*	4.7
				1.00												5.0
				1.15										5.0*	31*	5.1
ABC	12.37-	1.14AM	TOMA	12.30	3,350	4.6	2,700	3.7	22	4.1						
				12.45				3.8*	21*	3.7						
				1.00						3.5						

EVENING FRIDAY

ABC	12.00	1.05AM	BARETTA-11:30PM	11.30							5,690	7.8	3,860	5.3	18	5.1
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A 37 CONT'D U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1						WEEK 2						
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		
EVENING FRIDAY CONT'D															
ABC 12.00- 1.05AM BARETTA-11:30PM-CONT'D		11.45											5.3*	17*	5.6
		12.00	4,450	6.1	2,770	3.8	15	2.9							5.7
		12.15				3.2*	12*	3.4					5.5*	20*	5.2
		12.30						3.9							4.6
		12.45				4.2*	18*	4.6							
		1.00						4.3							
ABC 11.30-12.00MD PGA CHAMPIONSHIP-FRI.(S)		11.30	3,500	4.8	2,700	3.7	11	4.2							
		11.45						3.2							
NBC 1.00- 2.30AM MIDNIGHT SPECIAL		1.00	5,250	7.2	2,480	3.4	24	4.5	5,180	7.1	2,920	4.0	30	4.5	
		1.15				4.1*	23*	3.7				4.3*	25*	4.1	
		1.30						3.7						4.0	
		1.45				3.6*	26*	3.5				4.0*	32*	4.0	
		2.00						2.5						3.9	
		2.15				2.4*	25*	2.3				3.6*	35*	3.3	
EVENING SATURDAY															
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.		9.45	12,390	17.0	12,390	17.0	36	17.0	13,560	18.6	13,560	18.6	37	18.6	
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.		11.00	6,270	8.6	6,120	8.4	18	8.4	5,690	7.8	5,610	7.7	17	7.7	
CBS 8.58- 8.59PM NEWSBREAK-SAT.		8.45	7,070	9.7	7,070	9.7	23	9.7	5,760	7.9	5,760	7.9	18	7.9	

NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	9,330	12.8	9,330	12.8	30	12.8	6,200	8.5	6,200	8.5	19	8.5	
NBC 11.30-12.49AM SATURDAY NIGHT	11.30	11,660	16.0	7,440	10.2	32	11.0	11,080	15.2	6,850	9.4	31	10.5	
11.30-12.52AM	11.45				11.2*	32*	11.3				10.3*	30*	10.1	
	12.00						10.1						9.5	
	12.15				9.9*	32*	9.7				9.4*	32*	9.4	
	12.30						9.3						8.3	
	12.45						7.8				8.2*	32*	8.1	
EVENING SUNDAY														
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	8,460	11.6	8,460	11.6	24	11.6	10,570	14.5	10,130	13.9	28	13.9	
8.57- 8.59PM														
CBS 8.58- 8.59PM NEWSBREAK-SUN.	8.45							10,640	14.6	10,640	14.6	30	14.6	
NBC 8.57- 8.59PM NBC NEWS UPDATE-SUN.	8.45	11,880	16.3	11,590	15.9	33	15.9	9,110	12.5	9,110	12.5	25	12.5	
8.58- 8.59PM														
NBC 12.15- 2.17AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16			2.9*	16*	2.9	FOR RTGS SEE PAGE A-17			2.1*	12*	1.9	
	1.00						2.8						2.0	
11.30- 1.29AM	1.15				2.7*	18*	2.7				1.9*	14*	1.9	
	1.30						2.8							
	1.45				2.8*	26*	2.7							
	2.00						2.5							
	2.15						1.6							
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	TU-F M-F	8.45	11,230	15.4	11,230	15.4	30	12.8	9,770	13.4	9,770	13.4	25	9.3
		9.15						13.1						15.6
		9.45						17.8						15.7
CONT'D														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1							WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			
EVENING MONDAY-FRIDAY CONT'D																		
ABC	9.58-	9.59PM	ABC NEWSBRIEF-M-F-CONT'D	10.30														10.5
CBS	8.58-	8.59PM	NEWSBREAK-M-F	M-F	8.45 9.00	7,800	10.7	8,090	11.1	22	11.6 6.4	8,890	12.2	9,040	12.4	25		12.1
CBS	1.14-	2.14AM	LATE MOVIE II	TU-TH	12.00 12.15 12.30 12.45 1.00 1.15 1.30	4,670	6.4	3,570	4.9	28	6.2 5.3 5.0 4.9 4.7 4.4 4.7	3,790	5.2	2,840	3.9	22	5.2	4.6
									5.6*	22*					4.8*	18*	4.4	
									4.9*	26*					4.3*	22*	4.3	
									5.5*	35*					4.0*	29*	3.5	
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45 9.00 9.15	7,870	10.8	7,870	10.8	21	9.9 10.0 14.1	8,090	11.1	8,090	11.1	22	8.7	14.7
																	14.8	
DAY MONDAY-FRIDAY																		
CBS	10.00-	11.00AM	MAGAZINE(S)	THU.	10.00 10.15 10.30 10.45	5,760	7.9	3,210	4.4	23	3.9 4.1 4.9 4.6							
									4.0*	22*								
									4.8*	24*								

CBS	11.55-	11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F 11.45	4,370	6.0	3,940	5.4	22	5.4	4,670	6.4	4,300	5.9	23	5.9
DAY SATURDAY																
ABC	8.25-	8.29AM	SCHOOLHOUSE ROCK- 8.25AM	8.15	2,550	3.5	2,110	2.9	33	2.9	1,460	2.0	1,310	1.8	23	1.8
ABC	9.25-	9.29AM	SCHOOLHOUSE ROCK- 9.25AM	9.15	3,650	5.0	3,350	4.6	28	4.6	2,770	3.8	2,550	3.5	24	3.5
ABC	10.25-	10.29AM	SCHOOLHOUSE ROCK-10.25AM	10.15	4,080	5.6	3,790	5.2	26	5.2	4,370	6.0	3,790	5.2	24	5.2
ABC	11.25-	11.29AM	SCHOOLHOUSE ROCK-11.25AM	11.15	4,520	6.2	4,160	5.7	28	5.7	5,540	7.6	5,030	6.9	28	6.9
ABC	12.25-	12.29PM	SCHOOLHOUSE ROCK-12.25PM	12.15	3,860	5.3	3,430	4.7	23	4.7						
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	1,680	2.3	1,600	2.2	23	2.2	2,110	2.9	1,900	2.6	22	2.6
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	2,840	3.9	2,620	3.6	26	3.6	2,770	3.8	2,620	3.6	26	3.6
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM	9.45	5,320	7.3	4,880	6.7	34	6.7	5,610	7.7	5,470	7.5	39	7.5
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	5,610	7.7	5,180	7.1	34	7.1	6,270	8.6	5,690	7.8	35	7.8
CBS	10.56-	10.59AM	IN THE NEWS-10.56AM	10.45	4,520	6.2	4,370	6.0	28	6.0	4,880	6.7	4,670	6.4	31	6.4
CBS	11.26-	11.29AM	IN THE NEWS-11.26AM	11.15	5,250	7.2	4,740	6.5	33	6.5	5,390	7.4	5,100	7.0	32	7.0
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	3,720	5.1	3,130	4.3	21	4.3						
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	3,350	4.6	2,990	4.1	19	4.1						
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	4,300	5.9	4,010	5.5	25	5.5						
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	3,860	5.3	3,790	5.2	24	5.2						
CBS	1.56-	1.59PM	IN THE NEWS- 1.56PM	1.45	3,060	4.2	2,840	3.9	18	3.9						
NBC	4:07-	6.40PM	NBC MAJOR LEAGUE BASEBALL	6.30						9.2						
					FOR RTGS SEE PAGE A-28											
NBC	4.00-	4.07PM	NBC MAJOR LEAGUE PRE GAME	4.00	5,690	7.8	4,450	6.1	22	6.1						
DAY SUNDAY																
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	2,260	3.1	2,190	3.0	17	3.0	2,550	3.5	2,330	3.2	18	3.2

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%	
DAY SUNDAY CONT'D																
ABC		11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,410	3.3	2,330	3.2	16	3.2	2,480	3.4	2,190	3.0	16	3.0
CBS		9.26- 9.29AM	IN THE NEWS- 9.26AM	9.15	870	1.2	870	1.2	10	1.2	950	1.3	950	1.3	10	1.3
CBS		9.56- 9.59AM	IN THE NEWS- 9.56AM	9.45	1,170	1.6	1,090	1.5	10	1.5	1,170	1.6	1,090	1.5	11	1.5

August 25, 1978

POPE PAUL VI LAID TO REST AS MILLIONS MOURN

On Saturday, August 12, 1978, the funeral mass for Pope Paul VI was held in St. Peter's Square, Rome.

These solemnities were carried by the three national television networks at 11:30AM-2:09PM NY Time. NTI estimates of the audience reached by their combined facilities are as follows:

HOUSEHOLDS

	<u>Percent</u>	<u>Millions</u>
Total Duration		
Total Audience	29.6	21.6
Average Audience	13.3	9.7
By Half-Hour (Avg. Aud.)		
11:30AM-12:00NN	13.9	10.1
12:00NN-12:30PM	13.5	9.8
12:30-1:00PM	12.6	9.2
1:00-1:30PM	13.4	9.8
1:30-2:00PM	13.2	9.6